

ANGELS CAMP BRAND LEADERSHIP TEAM

April 15, 2011 Meeting (revised date)

10:00 am, The Library at CAMPS (new time)

AGENDA

- 1. Call to order**
- 2. Introductions**
- 3. Public Comment**
- 4. Approval of March 8th Meeting Minutes**
- 5. Financial Report**
 - a. 2010-2011 Budget --**
 - i. Agree activities to be funded before June 30th**
 - b. 2011-2012 Budget**
 - i. Agree priorities for 11/12 budget**
 - ii. Agree grants to be pursued**
- 6. Action items**
 - a. Follow-up to April 5th presentation to City Council -- Anne Forrest**
 - i. Develop strategy & action plan**
 - b. Web site finalization and management - review proposals -- Website committee**
 - c. Brochure – Lisa Boulton**
 - d. Bike racks – Results of Planning Commission meeting**
 - e. Pole banners -- Anne Forrest**
 - f. Social media – Carol Hogan**
 - g. Public relations – Jay Shotwell**
 - h. Ebbetts Pass Scenic Byway grant opportunity – Warren Alford**
 - i. Retail recruitment and retention committee -- Anne Forrest & Charlotte Wheeler**
 - j. 'Holding an event in Angels Camp' material -- Committee**
- 7. Upcoming Events, Conferences, Activities: All**
- 8. Issues:**
 - a. TOT – Lisa Mayo**
 - b. Mokelumne River – George Wendt**
 - c. Gold Cliff Mine – Steve Fairchild**
 - d. Others --**
- 9. City Report: Dave Hanham & Dave Richard**
- 10. New Business**
- 11. Date of next meeting**
- 12. Adjournment**